



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/038,861	12/31/2001	Mark F. Nelson	KCC 4802 (16,790)	6378
321 7590 07/25/2007 SENNIGER POWERS ONE METROPOLITAN SQUARE 16TH FLOOR ST LOUIS, MO 63102			EXAMINER TRUONG, LAN DAI T	
			ART UNIT 2152	PAPER NUMBER
			NOTIFICATION DATE 07/25/2007	DELIVERY MODE ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

uspatents@senniger.com

Office Action Summary	Application No. 10/038,861	Applicant(s) NELSON ET AL.	
	Examiner Lan-Dai Thi Truong	Art Unit 2152	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 03 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 01 May 2007.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1,2,4-14 and 16-20 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☒ Claim(s) none is/are allowed.
- 6) ☒ Claim(s) 1,2,4-14 and 16-20 is/are rejected.
- 7) ☒ Claim(s) none is/are objected to.
- 8) ☒ Claim(s) none are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. This action is response to communications: application, filed 12/31/2001; amendment filed 05/01/2007. Claims 1-2, 4-14, 16-20 are pending; claims 1-2, 5-7, 14, 16-20 are amended

2. Applicant's arguments filed 05/01/2007 have been fully considered. However, new scopes of amended claims 1-2, 5, 7, 14 and 16-20 are moot in view of the new ground(s) of rejection.

Claim rejections-35 USC § 112

The following is a quotation of the first paragraph of 35 U.S.C. 112:

The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same and shall set forth the best mode contemplated by the inventor of carrying out his invention.

3. Claims 7, 14, 16-20 are rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the written description requirement. The claim(s) contains subject matter, such as "modifying the link" which was not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time the application was filed, had possession of the claimed invention. The appropriated correction is required.

Claim rejections-35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claim 5 is rejected under 35 U.S.C 103(a) as being un-patentable over Coleman (U.S. 2004/0024565) in view of Knapp et al. (U.S. 6,769,010) in view of Narin et al. (U.S. 2002/0046045) and further in view of Thomas (U.S. 6,401,118)

Regarding claim 5:

Coleman discloses a method of adding retail partners to an Integrated Web Ring (IWR) site that provides a host Web site dedicated to a theme, the IWR site comprising partner Web pages, wherein the host Web site is accessible by users, each partner providing at least one partner Web page related to the theme of the IWR site accessible by links from the host Web site, wherein at least some of the partners are retailers offering products whose sale via the IWR site brings commissions to the host: (Coleman discloses an interactive product selector for assisting customer with purchasing decisions; therefrom a single page presented to the user includes “features of selections/user-specified criteria/ selection schemes” those share functionality with “the theme” as claimed; the Coleman’s system includes a site search engine be provided with pages/links to other sources (members): ([0041]; [0024]-[0025]; [0029]; [0034]-[0035]; [0009]-[0011]; [0053]; [0023]; [0043]; [0045]; [0057]-[0058]; [0061]-[0062])

User product search according to predetermined user preferences relative to at least one of price and manufacture identify: (in Coleman's system, an interactive product selector for assisting customer with purchasing decisions; therefrom a single page presented to the user includes "features of selections/user-specified criteria/ selection schemes" those share functionality with "user predetermined preferences" as claimed including prices, names: ([0009]-[0011]; [0053])

However, Coleman does not explicitly disclose receiving a request for membership in the IWR site from a candidate retail partner having at least one page on its partner Web site related to the theme of the IWR site

In analogous art, Knapp discloses a sale product company wishes to be a partner of Applicant's web site to publish it's advertisements to the on-lines customers, see (column 29, lines 60-67)

Obtaining agreement from the candidate retail partner to abide by a stated policy; reviewing the Web site of the candidate retail partner to determine if the content does not violate content criteria for IWR partners: (in Knapp's system, "the contributors (the organizations and/or individuals)" those are equivalent to "the candidate retail partner" were checked if their Websites are qualified to be approved for joining the links to "the Applicant's web site" which shares functionality with "IWR site" as claimed to contribute advertising content objects to consumers: column 9, lines 4-13, 35-40; column 12, lines 52-67);

Joining the candidate retail partner to the IWR site if the candidate retail partner has met the requirements of obtaining and reviewing steps and by means of a contract identifying payment procedures and responsibilities of both the retail partner and the host: (in Knapp's

system, the Applicant's web site checks if the contributor's Web sites are qualified to be approved for joining their links to the Applicant's web site. Also contributor agrees to pay a certain amount for trading day to the Applicant's web site; obviously, the processes of checking if the candidate retail partner meets the requirements, and payment contract identifying must be included in the Knapp's system: column 9, lines 4-13, 35-40; column 12, lines 52-67; column 38, lines 53-67; column 39, lines 60-67)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Knapp's ideas of signing business contract between host system and business partners with Coleman's system in order to improve/ guarantee profits for web hosts, and also provide conveniences to the users, see(Knapp: column 2, lines 15-18)

However, Coleman - Knapp does not explicitly disclose including agreements to provide searchable product information that can be screened or sorted into the policy

In analogous art, Narin discloses an integrated electronic shopping architecture which supports interactions between "the retail directory server" which shares functionality with "the IWR" as claimed and the user applications. In the Narin's system, "a list of retail websites" which share functionality with "links/ and or partner Web pages" as claimed disclosed in "the webpage rendered by the retail directory server" which shares functionality with "the host website" as claimed. The agreements for sorting/ displaying the member sites are established between the host of integrated electronic shopping system and members, see ([0050]; [0005]-[0006]; [0008]-[0009]; [0022]; [0031]-[0032])

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Narin's ideas establishing agreements for sorting/ and displaying

Art Unit: 2152

between the host and the members into Coleman - Knapp's system in order to provide more profits to electronic commercial system consumers/ and providers i.e. providing guarantee/ satisfied services

However, Coleman – Knapp- Narin does not explicitly non-commercial sites

In analogous art, Thomas discloses on-line searching system which can support non-commercial sites: (column 15, lines 35-40)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Thomas's ideas of build-up search engine for commercial and non-commercial sites with Coleman – Knapp- Narin's system in order to extend services for all types of online users, see (column 2, lines 1-12)

Claims 1, 7-8, 10-14, 16-20 are rejected under 35 U.S.C 103(a) as being unpatentable over Skinner (U.S. 2004/0107137) in view of Narin et al. (U.S. 2002/0046045) in view of Thomas (U.S. 6,401,118)

Regarding claim 7:

Skinner discloses the invention substantially as claimed, including a system, which can be implemented in a computer hardware or software code for providing and managing information relating to a theme and for tracking access to the information by users, the IWR site comprising:

An integrated web ring (IWR) site of a host and a plurality of partners A plurality of partner Web pages comprising content provided by the partners relating to the theme and provided by the partners: (Skinner discloses "online marketing campaign" those are equivalent to

Art Unit: 2152

“IWR.” Therefrom, “a listing of advertiser web pages” those are equivalent to “a plurality of partner Web pages” are returned a results of searching on a term: page 1, paragraph [0005], lines 1-21)

A host Web site provided by the host and accessible by users, said host Web site including a plurality of host Web pages relating to the theme: (Skinner discloses the user enters “a search term” which is equivalent to “the theme” comprising one or more keywords. Then the online marketing campaign return a list of advertiser Web pages: page 1, paragraph [0005], lines 1-21)

A link from the host Web site to a selected partner Web page: (Skinner discloses the user can access his/her preferred advertiser’s Web page via clicking on the hyperlink: page 1, paragraph [0005], lines 1-21)

A common navigational tool provided by the host Web site for searching and accessing only the host Web pages and the selected partner Web page: (Skinner discloses “hyperlinks” and “search engine,” those are equivalent to “navigation tools” for searching and user’s preferred Web page accessing: page 1, paragraph [0005], lines 1-21)

Tracking software for tracking user access to the content: (Skinner discloses “a tracking engine” which is shared functionality with “tracking software” for keep track the user’s access to the advertiser banner so the fees can be collected from the advertiser base on user’s clicks: figure 2, items 38, 40; [0006]; [0008]; [0040]; [0044])

The content is information other than simple links, short descriptions of the links, banner ads, promotion graphics or short sentences: (Skinner discloses advertiser purchase space on the host pages to popular their commercial websites: [0006]; [0008])

Art Unit: 2152

However, Skinner does not explicitly disclose the link is controlled by the host and wherein the host is permitted to modifying the links

In analogous art, Narin discloses “the list of retail sites” which shares functionality with “the links” as claimed are modified by “the party who controls the directory server” which shares functionality with “the host” as claimed, see (: [0008], lines 15-17; [0010], lines 19-21)

However, Skinner- Narin does not explicitly disclose non-commercial content

In analogous art, Thomas discloses on-line searching system which can support non-commercial sites: (column 15, lines 35-40)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Thomas’s ideas of build-up search engine for commercial and non-commercial sites with Skinner- Narin’s system in order to extend services for all types of online users, see (column 2, lines 1-12)

Regarding claims 1, 8, 13-14, 16-20:

Those claims are rejected under rationale of claim 7

Regarding claim 10:

Skinner- Narin -Thomas discloses a method as discuss in claim 7, which further includes a web page is displayed with a brief description of a content of the selected partner Web page and a visible indication of an identity of the partner providing the partner Web page: (Skinner discloses “the banner” which is equivalent to “a brief description” of the link: page 1, paragraph [0006], lines 1-6)

Wherein at least some of the partners are retailers providing product Web pages for purchasing products related to the theme, the pages for purchasing products being accessible by

Art Unit: 2152

links available on the partner Web pages: Skinner discloses the commerce advertiser is the search engine's client: (page 1, paragraph [0006], lines 1-6)

Wherein the purchase of a product via the ring results in a fee paid to the host and/or a fee paid to any partner that guided the user to the product Web page used for purchasing the product: Skinner discloses the search engines referred to get pay from the advertiser as pay-per-click engines: (Skinner: page 1, paragraph [0005], lines 14-17)

Regarding claims 11-12:

Skinner- Narin -Thomas discloses a method as discuss in claim 7, which further includes the IWR site of claim 7 wherein the link on the host Web site to the selected partner Web page is displayed with a partner ad, and wherein the displayed ad results in a fee paid to the host; wherein the link on the host Web site to the selected partner Web page is displayed with an article display, and wherein the displayed article results in a fee paid to the host: Skinner discloses the host referred to pay-per-click engines. The user can directly access to her/his selected advertiser's webpage: (Skinner: page 1, paragraph [0005], lines 14-17; paragraph [0006], lines 1-4, paragraph [0007], lines 1-6)

Claim 2 is rejected under 35 U.S.C 103(a) as being un-patentable over Skinner-Narin-Thomas in view of Kurauchi et al. (U.S. 2002/0055854)

Regarding claim 2:

Skinner - Narin - Thomas discloses the invention substantially as disclosed in claim 7, but does not explicitly teach the link has a tile associated therewith; and the title of the partner webpage is modified by the host as it appears on the host web site

In analogous art, Kurauchi discloses method for using “CM information management sites” those share functionality with “the host” as claimed control “multiple commercial broadcast programs” those share functionality with “web-pages” as claimed. The CM information site includes edit unit which is capable to edit received commercial broadcast programs (particular, editing header information/ known as titles) prior transmitting the commercial broadcast programs to the viewer’s terminals, see ([0108]-[0114]; abstract; [0014]; [0016], lines 21-22; [0018]; [0034]; [0036]; [0061])

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Kurauchi’s ideas of providing the host with capability of editing title of commercial page into Skinner - Narin - Thomas’s system in order to increase efficiencies for online commercial business, and also to improve profits for online commercial hosts, see (Kurauchi: [0021])

Claim 4 is rejected under 35 U.S.C 103(a) as being un-patentable over Skinner-Narin-Thomas-Kurauchi in view of Han (U.S. 2001/00448000)

Regarding to claim 4:

Skinner-Narin-Thomas-Kurauchi discloses the invention substantially as disclosed in claim 2, but does not explicitly teach the step of allowing the host to index the partner Web page by assigning a key word associated with the partner Web page

However, Han discloses search terms entered by users can be indexed against a knowledge database and leads to URL links as the search results, see (Han: abstract, lines 6-9, 16-20)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Han's ideas of indexing the search term against a knowledge database with Skinner-Narin-Thomas-Kurauchi's system in order to provide increased efficiency data retrieval on the Internet, see (Han, page 1, paragraph [0010], lines 1-4)

Claim 9 is rejected under 35 U.S.C 103(a) as being un-patentable over Skinner-Narin -Thomas in view of Knapp et al. (U.S. 6,769,010)

Regarding to claim 9:

Skinner-Narin -Thomas discloses the invention substantially as disclosed in claim 7, but does not explicitly teach wherein the theme is parenting and wherein the information relates to one or more of the following: family, mothering, fathering, child raising, child development, education, entertainment, family, finance, health, home and garden, shopping, community or other parent information or interests

However, Knapp discloses the webpage discloses information such as health and so on, see (Knapp: figure 6A, item 154)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Knapp's ideas of providing Web page contains information as health with Skinner- Narin -Thomas's system in order to provide an efficient advertising campaign webpage, see (Skinner: [0003])

Claim 6 is rejected under 35 U.S.C 103(a) as being un-patentable over Coleman-Knapp-Narin-Thomas in view of Barzilai et al. (U.S. 2002/0029201)

Regarding claim 6:

Coleman-Knapp-Narin-Thomas discloses the invention substantially as disclosed in claim 5, but does not explicitly teach wherein the stated policy of the obtaining step includes the candidate retail partner agreeing to abide by a stated privacy policy, to abide by a suitable return policy for the protection of customers, and to provide searchable product information that can be screened or sorted by the host during a user product search according to predetermined user preferences relative to at least one of price and manufacturer identity

However, Barzilai discloses the privacy policy agreements between online sellers and online buyers. Also Barzilai discloses the buyers can search and compare prices between vendors, see (Barzilai: page 1, paragraph [0005], lines 1-20)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Barzilai's ideas of negotiation and maintain privacy policy agreement between online seller and online customer with Skinner – Knapp-Thomas's system in order to build up the trust to online customer, see (Barzilai: page 6, paragraph [0077], lines 1-14)

The prior arts made of records and not relied upon are considered pertinent to applicant's disclosure. The following patents and publications are cited to further show the state of the art with respect to "Integrated web ring site and method for presenting information": 20020157091: [0063]; 20030009362; 20020046045: [0050]; 20050289120; 20040039795; 2001004480; 20020129170; 6993498; 7127405; 6629135; 20020055909; 6260024; 5781909; 6230173; 20030098878; 20010011285

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action

Conclusions

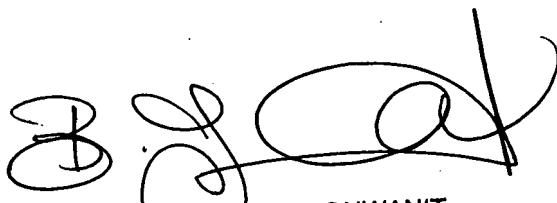
Any inquiry concerning this communication or earlier communications from the examiner should be directed to Lan-Dai Thi Truong whose telephone number is 571-272-7959. The examiner can normally be reached on Monday- Friday from 8:30am to 5:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Bunjob A. Jaroenchonwanit can be reached on 571-272-3913. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 2152

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

07/16/2007


BUNJOB JAROENCHONWANIT
SUPERVISORY PATENT EXAMINER 9/19/7